



Sales		Retail	
1221	1, 2, 3	1222	
1222		1223	
1223		1226	24, 25, 26, 27
1224		1229	
1225		ROM	
1226	2, 3, 4	PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

JIM MORRIS  
Senior Chain Accounts Manager

4601 West Chester Pike  
Newtown Square, PA 19073  
215-353-8666  
Fax 215-359-1576

**NOTE:** Please make sure that this letter is forwarded to the appropriate **RJR** personnel **TODAY**.

December 4, 1995

**TO:** M. J. McHugh      G. P. Mitchell      D. L. James  
G. R. Teeter      R. L. VanSickle      F. J. DeJong  
K. L. Myers, Jr.      B. K. Pearson  
All Retail Manager, Retail Reps and Sales Reps in Divisions 1221, 1226,  
1326, 1330, 1332, 1334, 1622, and 1738 with Acme Markets  
(CID #0320-00-00) Responsibility  
For Distribution through ROU 1210, 1310, 1610 and 1710

**SUBJECT:** Acme Markets/RJR Co-Marketing Buydown

Dear Sir/Madam:

Authorization has been received from Acme Markets, Mr. Tom Merrick, Buyer, to implement RJR Co-Marketing Program in all stores.

- o All Winston cartons including Select will be reduced \$2.00 carton  
State Pricing: PA \$14.69; NJ \$15.69; DE \$14.59; MD \$16.69
- o Legend \$2.00 carton buydown  
State Pricing: PA \$9.99; NJ \$11.99; DE \$9.99; MD \$10.99
- o Starting Date: December 10, 1995  
Ending Date: January 6, 1996
- o Payment will be made at Headquarters. All Promotional dollars will be paid by KAM, J. A. Morris.
- o RJR Sales Force is authorized to place POS notifying customers of this four (4) week buydown program.

51853 2835

"We work for smokers."

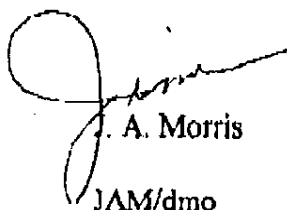
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Acme Markets Co-Marketing Buydown  
December 4, 1995

o Legend floor displays are authorized. This is Acme Markets Private Label Brand and Executive Management is extremely interested in securing SS carton and packs for Legend.

Thank you for your assistance with this account. If you have any questions, please call me.

Sincerely,



J. A. Morris  
JAM/dmo

51853 2836